SYNOPSIS

"A STUDY ON CUSTOMER SATISFACTION AND PERCEPTIONS TOWARDS DIGITAL PAYMENT WITH REFERENCE TO LATUR DISTRICT"

Synopsis submitted to

SWAMI RAMANAND TEERTH MARATHAWADA UNIVERSITY, NANDED

(Maharashtra)

For the

DEGREE OF DOCTOR OF PHILOSOPHY IN COMMERCE

Under Faculty of Commerce and Management

By

Researcher

Snehal Bhagvant Borade

(M.Com. SET/NET)

Under the Guidance of

Dr. Sambhaji S. Jadhav
(M.Com.M.Phil.Ph.D)
Bhai Kishanrao Deshmukh Mahavidyalaya Chakur
Dist. Latur

Research Centre

Shivaji Mahavidyalaya Renapur

Dist. Latur

September- 2023

"A STUDY ON CUSTOMER SATISFACTION AND PERCEPTIONS TOWARDS DIGITAL PAYMENT WITH REFERENCE TO LATUR DISTRICT"

Introduction:

In modern era, everyone is aware of the digital payment transactions. Digital payment is nothing but an electronic way of transferring the fund instead of cash.

India is advancing down the route of the biggest digital revolution, and in the ensuing years, the digital payment system will be a crucial turning point in a cashless society. An electronic setting known as a digital payment system enables customers to conduct financial transactions, make purchases, and pay bills electronically.

A digital payment platform allows individuals to perform electronic transactions using mobile devices, such as smartphones, computers, and other supporting devices. Digital wallets have multiple usages, including making purchases from websites or using mobile devices to make in-store transactions The current economy is transforming into a cashless economy where daily transactions are being performed using the digital wallet. The advent of internet digitization has hastened globalization and revolutionized payment methods from manual to online transactions.

When we are talking the concept of digital payment options, there are many options available for customers for making payment. They may use card payment, UPI, BHIM, NEFT, RTGS etc. but it is the responsibility of an individual to select the best suitable options of digital payment while making his/her transactions.

History of Digital Payment System in India:

In the year 1996 Industrial credit and investment corporation of India (ICICI) began to offer it's customers online banking services in their branches. This is considered as the first online payment system in the country.

Digital Payment Modes in India :

India offers various digital payment modes to choose from.

1. **USSD:** Unstructured Supplementary Service Data-based mobile banking is referred to as USSD. It can be used to make payments up to Rs 5,000 per day per client using a mobile phone on the GSM network and is connected to the bank account of the

2. **Online or mobile wallets:** Both the internet and smartphone apps are utilised to use them. By using net-banking, debit or credit cards, or recharge, users can add money to their app's wallet. Consumer wallet monthly limits are Rs. 20,000, and merchant wallet monthly limits are Rs. 50,000 after self-declaration and Rs. 100,000 following KYC verification.

3. **Debit/RuPay cards:** Debit/RuPay cards are linked to a person's bank account and can be utilized at various locations such as stores, ATMs, online wallets, micro-ATMs, and for e-commerce transactions. In India, debit cards have become more popular than credit cards. Debit card usage witnessed a significant increase from 22.75 million in December 2014 to 630 million in December 2015.

4**. UPI: UPI**, or Universal Payments Interface, aims to function as a system that operates multiple bank accounts through a single mobile application platform, regardless of the participating bank. Provides easy fund transmission and merchant payments by combining multiple banking functionalities. It enables peer-to-peer fund transactions.

5. Prepaid credit cards: deposited in a person's bank account in advance. Similar to a gift card, clients can make purchases using the money on the card rather than with credit that has been borrowed from the bank. can be recharged like a cell phone up to a certain amount.

6. Aadhaar Enabled Payment System (AEPS): This system enables bank-to-bank transactions at point-of-sale (PoS) by using the 12-digit unique Aadhaar identity number. AEPS services include fund transfers from one Aadhaar to another and balance inquiries.

Significance of the study :

The study of digital payment system highlights the different payment options available to the customers. It also shows the functioning and effectiveness of different payment modes. Customers uses several payment modes but their satisfaction and the problems faced by them can be analyzed with the help of this study. Once we get to know the problems faced by customers it will be easy to solve it by taking necessary steps.

Review of literature:

1. Mr. Ashish P. R.(2022). Study of legal options of e-payments. For this study, 150 respondents are randomly selected by a questionnaire method in which 125 Respondents of Putter locality are responded for the questions.

2. Padashetty and Kishore (2013) showed that ease of use, expressiveness, and trust influence the acceptance of digital payments through wallets, and they are also motivators for accepting digital payments.

3. Komal Dhanda, Usha Arora (2018); Researchers made an analysis on satisfaction off customers who are using the E-wallets. So, they took sample of 228 customers of nationalized banks. And they found that there is a positive and significant relationship between usefulness and satisfaction level of customers towards e-wallet.

4. According to Nancy Sahni's research in 2018, digital payment platforms provide customers with convenient ways to make purchase transactions. This accessibility to E-payment has the potential to influence their socio-economic status significantly. In a study involving 300 respondents, it was found that customers prefer E-payment due to its technology and service quality. Additionally, the key factors driving cashless transactions among customers were the reduced processing time and ease of use.

5. Dewan Ahmed Muhtasim (2022) This study highlights the customer satisfaction level with different digital wallet options available. The sample size of the study was 200 responded.

Scope of the study :

1.Periodical Scope: The periodical scope of this research will be approximately 5 years i.e. 2023 to 2027.

2.Geographical Scope: The Geographical scope of the study will be commercial and public sector banks from Latur district.

3.Operational Scope: It includes the study of digital payment options available for customers and their satisfaction level.

Objectives of the study :

1. To get the comprehensive knowledge about the Digital payment options available.
2.To examine the impact of digital payment on the operations of common people.
3. To know the limitations of Digital payment system.
4.To analyze the customer satisfaction on Digital payment system.
5. To identify the benefits to customers for using Digital payment mode.
6. To know the impact of Digital payment system on Indian economy.

Hypotheses of the study :

1. The banks are effectively promoting the utilization of digital payment methods among their customers.
2. There is a positive impact of payment transactions on banker's business.
3. The customers are fully satisfied by the service relating to usages of digital payment provided by bank.

Limitations of the study :

1. The area of study is limited to Latur district only.
2. The study only highlights the digital payment options of banks in Latur district.
3. The conclusion drawn from the samples taken in the study need not essentially applicable to whole population.
4.The study also depends on the data available from the published sources like annual report of RBI and banks publications, journals, magazines, books, broachers, newspapers and information from internet.
5.The research largely depends on the primary data compared to the secondary data hence the finding of the research may or may not be applied to the whole region.
6. This research will be focused on only commercial and public sector banks.

Research methodology :

To study the customer satisfaction of digital payment system the researcher will use exploratory, descriptive and analytical research method. The data will assemble from both primary and secondary sources.

A. Primary Source:

The primary data is collected through Questionnaire filled up from sample selected from different banks and it's customers. Also interview and pilot survey methods are used for the research.

B. Secondary Source:

The secondary data is collected by documents, records and annual reports of banks, books, Journal, publications, website, etc.

Research Universe & Sample Size

The study will consists the different commercial and public sector banks from latur district. Random sampling will be taken for the study. There are 10 Talukas in Latur district and from each Taluka 5 banks are selected for the study. So the total banks will be 50 and customers of the banks will be taken 20 from each bank. The sample size will be 1000 customers and 50 banks.

Sample Design:

Sample Unit	Commercial and public sector Banks from each Taluka of latur district and it's customers.
Sample size	1050
Sampling method	Systematic Random Sampling Method
Research instruments of Data collection	Questionnaire, interviews and pilot survey.
Area covered	Latur District

Statistical tool for Data Analysis:

The tools employed for presentation and analysis in the study include data presentation through tables, graphs, charts, and percentages. Furthermore, data analysis was conducted using the Chi Square Test and T-test to assess the hypotheses.

Chapter scheme:

1. Chapter I: First chapter covers with the general Introduction of study, significance, Objectives of the study and hypothesis, research methodology adopted, scope of study and limitation of study.

2. Chapter II: Second chapter is will consist of Review of Literature related to study.

3.Chapter III: Third chapter includes conceptual framework of digital payment system and options available, customer satisfaction and problems faced by them.

4. Chapter IV: Chapter fourth comprises of the data collection, tabulation, data presentation, data analysis and interpretation and hypothesis testing.

5. Chapter V: The last chapter recapitulates the findings, represent conclusions, and recommendations for improvement.

References:

1. "In a study conducted by Dewan Ahmed Muhtasim in the International Journal of Advanced Computer Science & Application, Volume 13, Issue 1, 2022, the focus was on customer satisfaction with Digital wallet services."

2. Saurabh v. Singh A study of consumer satisfaction & perceptions towards digital payment" (JETIR) Journal of emerging technologies and innovative research, vol. 10 issue 2, 2023.

3. The study conducted by Mr. Ashish P.R. focuses on customer satisfaction with legal options of e-payments. It was published in the International Journal of Multidisciplinary Research, Volume 8, Issue 8, 2022.

4.https://www.icommercecentral.com/open-access/study-of-consumer-perception-ofdigital-payment-mode.php?aid=86419

5.https://www.researchgate.net/publication/342178714_A_STUDY_ON_PERCEPTION_OF_CONSUMERS_TOWARDS_DIGITAL_PAYMENT

6.https://archives.palarch.nl/index.php/jae/article/view/9346

7. Padashetty and Kishore (2013)

8. "Nancy Sahni conducted a study titled 'Customer Preference towards Cashless Payment: An Empirical Analysis' in 2018, published in Volume 5, Issue 12, with ISSN 2349-5162."

Researcher

Snehal Bhagvant Borade

(M.com NET,SET).

Research Supervisor

Dr. Sambhaji S. Jadhav

(M.com, M.Phil, PhD)